

**ABSTRACT**

The present invention is a method of operating a notification and response system. First, a unique contact address is assigned to each of a multiplicity of persons in a region. Any of the multiplicity of persons may then become a user of the notification and response system by being registered with the notification and response system. A profile is generated for each user, the profile having parameters for that user that indicate at least one group to which the user belongs. A message is generated for broadcast transmission to a group of users, the message having a set of rules associated with it to indicate which of the users that are intended to receive the message based on user parameters. The message is then broadcast, utilizing the unique contact address of each user in the group, to a group of users based on the parameters of each user that correlate to a rule associated with the message being transmitted.